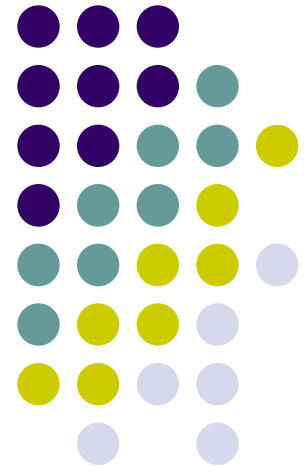


Job Search Strategy

Employment Resource Center



**LAKE WASHINGTON
TECHNICAL COLLEGE**



Workshop Overview

Topics covered:

- Strategy #1 – Internet Search
- Effective job search strategies - research
- Strategy #2 - Planned Job Search
 - Job information
 - Employer information
- Getting Organized
- Networking

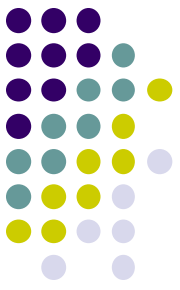


Objectives:

- Focus on Job Search (vs. *Career Planning*)
- The role of Internet use in Job Search
- Steps of a Planned Job Search – the real focus
- If you need Plan “B”

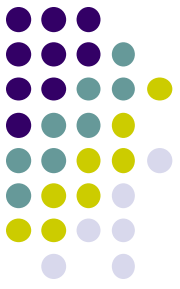
Career Planning Overview





Job Search Principles:

- Employers hire candidates based on past their past work experience
- Job requirements *versus* the most competitive candidate
- Entry-level work:
 - Retail, restaurant, hospitality, service
 - In your local area
 - Walk-in (*apply on-line*)
 - Resume



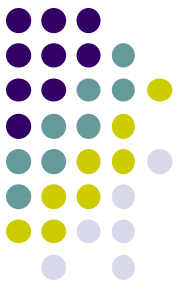
Strategy #1 – The Internet Search:

- **Job Search Websites, “Job Boards”**

(i.e. Craigslist.org, Go2WorkSource, nwjobs, Monster, Career Builder, Indeed.com)

- All job search websites are not created equal:

- Job posting sites vs. meta-search sites
- Local vs. national
- Career area specific (ex: jobsinthemoney.com)
- Screening “employers”/ “jobs”
- Employer Job application sites

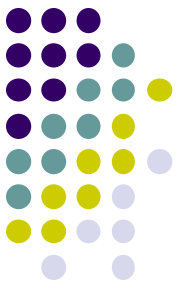


Strategy #1 – The Internet Search:

Ways to use the Internet in Job Searching:

(least- to more restrictive)

- Post resume/profile on Job Search Website as searchable
- Complete a resume/profile for applying to open positions through the site *(designate as not searchable)*
- Subscribe to E-mail “Alerts”
- Review position openings advertised on the site and apply through the site
- Review position openings advertised on the site and apply directly with the employer



Strategy #1 – The Internet Search:

Principles:

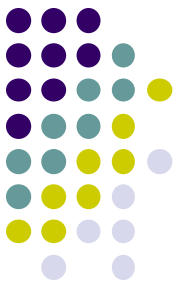
- Restrict your information as much as is practical
- Select what information you decide to release
- Know who you are corresponding with (“Blind” ads – the pros/cons)
- As employment process proceeds, information increases
- If it sounds too good to be true, it *is* too good to be true



Strategy #1 – The Internet Search:

Applying for a Job:

- Through the Job Board website
- Link through Job Board website to employer website and on-line application
- Go to employer website and apply
- Send employer e-mail with resume
- FAX or mail resume/cover letter
- Telephone employer
- Walk-in and submit paper application



Effectiveness of job search methods:

Least effective methods:

4% “Using the internet”*

7% Mailing resumes to employers at random

7% Answering ads in professional journals

12% Help wanted ads

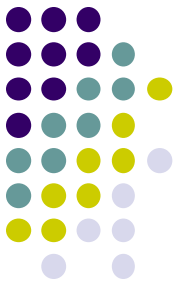
12% Civil Service exam

12% Former teacher/professor

14% State re-employment office (WorkSource)

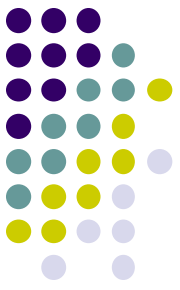
29% Temp agencies/search firms

Effectiveness of Job Search methods:



***Translation:* Least effective - includes:**

- Post your resume/profile at a Job Search Website
- Using Job Search Website to respond to openings (indiscriminately)



Effectiveness of Job Search Methods:

Most effective methods – Success rates:

86% Planned job search

84% Group support, calling employers, selling your skills

69% Calling employers after identifying skills

47% Contacting employers that interest you

33% Contacting your network: “Do you know of any jobs where you work, or elsewhere?”

Effective Job Search is *Planned Job Search*

Effectiveness of Job Search Methods:



Least effective methods:

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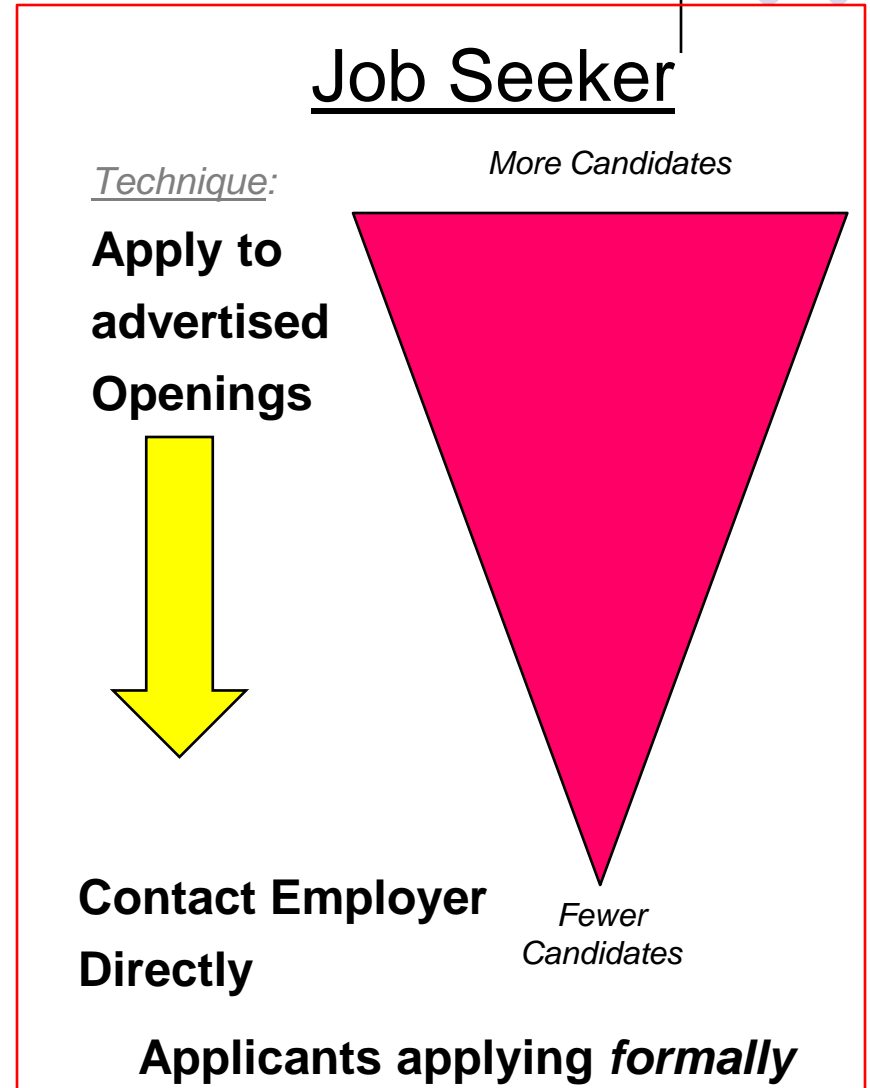
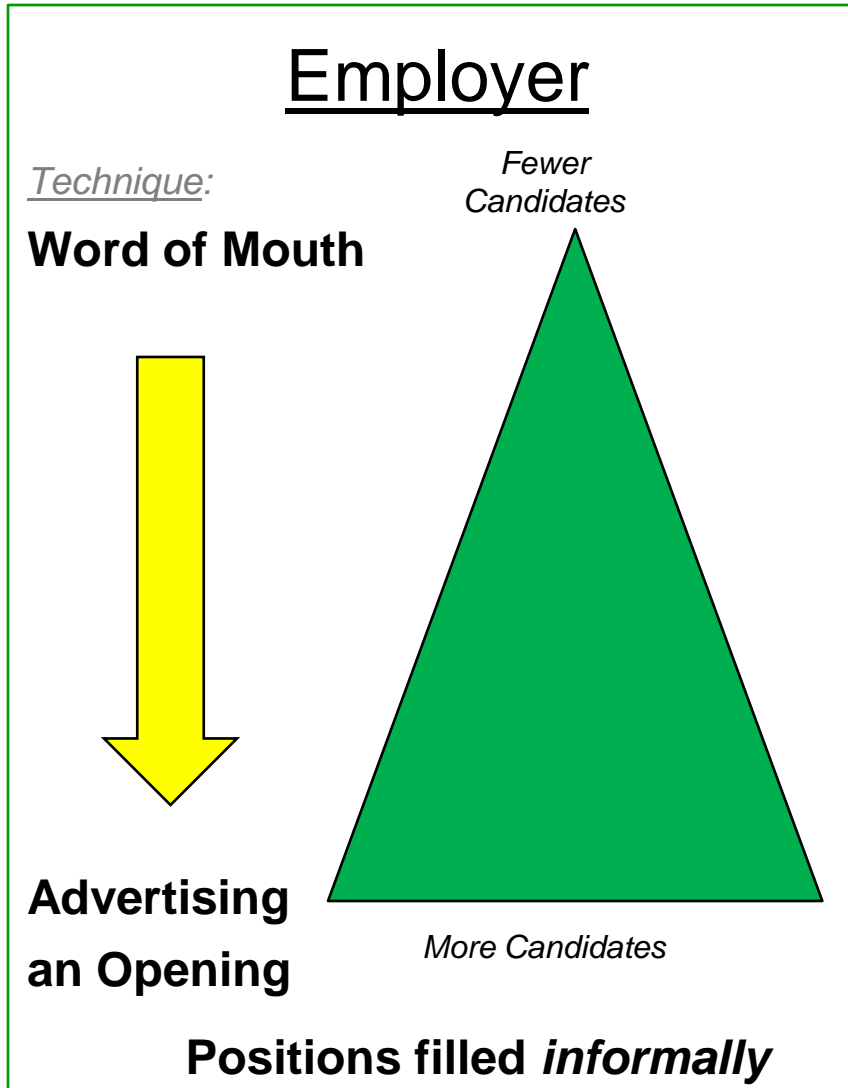
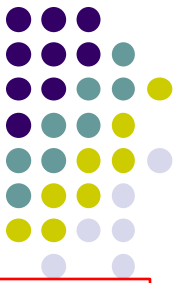
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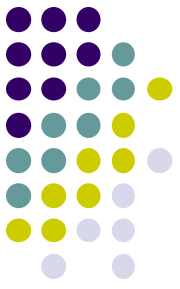
Why so ineffective??

Effectiveness of Job Search Methods:

Most Common – Least Effective



Effectiveness of Job Search Methods:

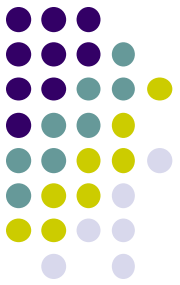


Employers:

- Most positions never advertised
- Applicants hired by internal promotion or word-of-mouth
- Positions that are advertised are required postings or ones that are hard to fill or entry-level

Job Seekers:

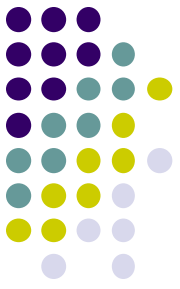
- Applying to officially open positions
- Applying to openings that have the most people applying



Effectiveness of Job Search Methods:

- **There are a lot of ways to look for work**
- **Use a variety of methods at the same time**
- **Focus on Planned Job Search**, internet job search – just get it done...

- **Goal: To become the “Word-of-Mouth” candidate**



Strategy #2: Planned job search:

Planned, coordinated approach

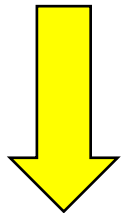
- Know yourself
- Know the employer
- Know how to make the match

Employer

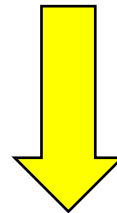
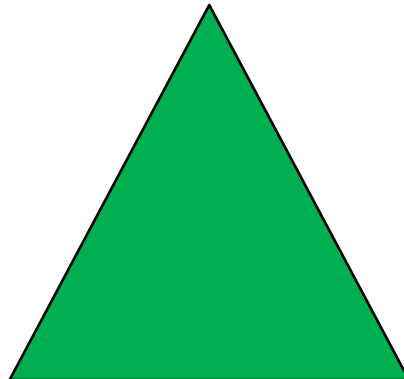
Job Seeker

Word of
Mouth

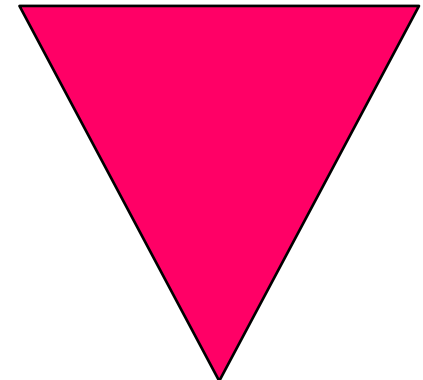
Official
Application



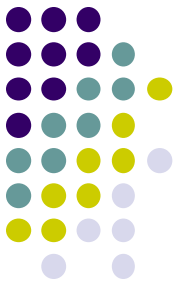
Advertise

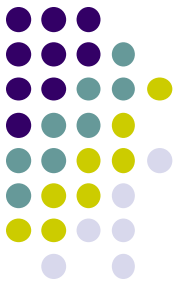


Talk to Employer



Strategy #2: Planned Job Search

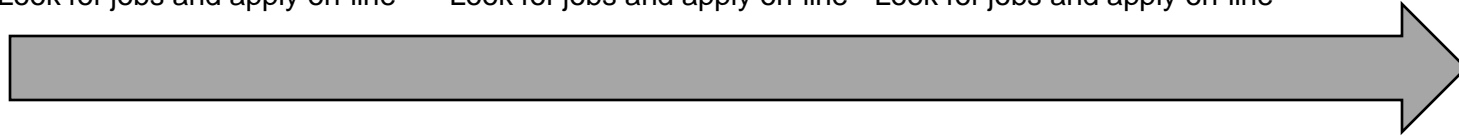




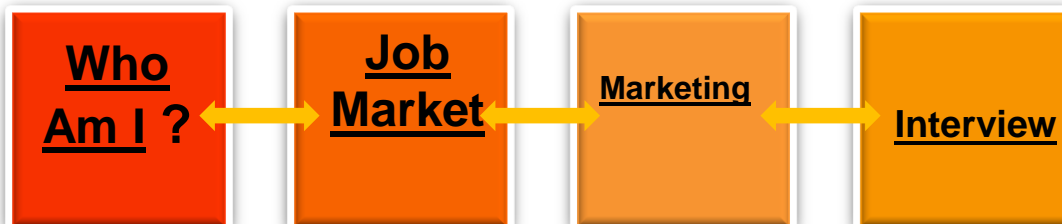
Dual job search approach

“Obvious” Approach:

Look for jobs and apply on-line --- Look for jobs and apply on-line - Look for jobs and apply on-line



Planned approach:



- Self-assessment
- Job Title Identification (research)
- Employer research and identifying target companies
- Marketing - 60-second commercial , Resume writing, cover letter, Interview preparation



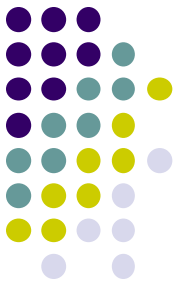
Planned Search – Job information:

What jobs are out there?

- Job Titles

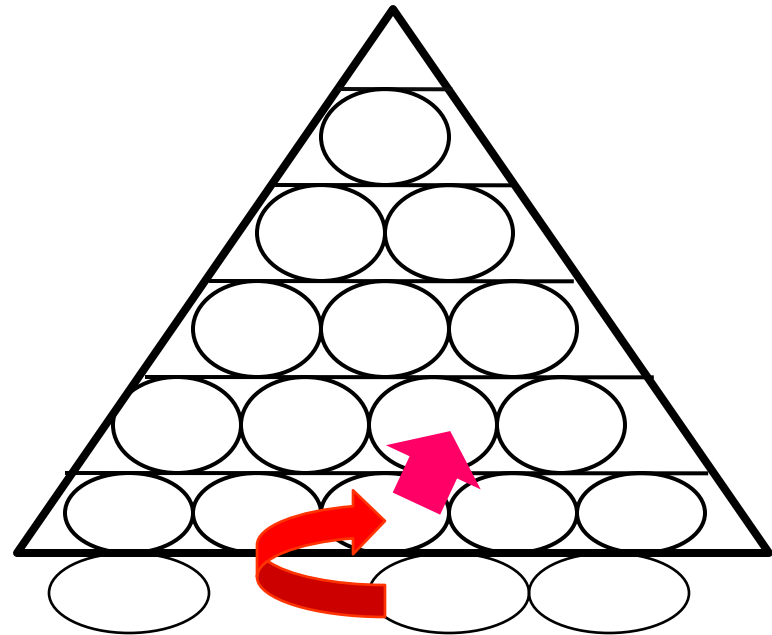
Sources of information about job titles:

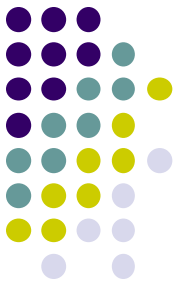
- Job Boards (nwjobs, go2worksource, Monster, etc.)
- Employer websites
- Government web sites
- Information Interview



Information Interview

- Purpose is to get information – not a job
- Talk to people in the field about:
 - How to get started in the field
 - Possible career options and employers
 - Career Paths
 - Career Advice



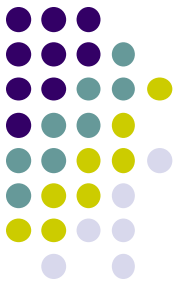


Planned Search – **Job** information:

Government Websites:

- WOIS.org (*LWTC - site key: hpc789*)
- Workforceexplorer.com
- Careeronestop.org
- Onetcenter.org

Planned Search – **Job** information:



What is Joe's work called?

Accounting Support/Accounting Associate

Accounting Clerk/ Accounting Specialist

Accounts Payable/ Accounts Receivable

Billing Clerk

Billing/Logistics Clerk

Bookkeeper

Financial Services Specialist

Payroll/Accounting Specialist.....



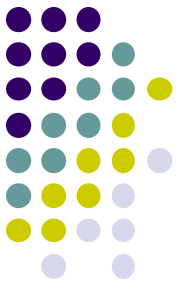


Planned Search – **Job** information:

Strategy: (*Accounting sub-tier jobs*)

- Temporary accounting clerk
- Collections Specialist
- Bank Teller
- Hotel Night Audit
- Casino Cage worker
- Tax preparation
- Volunteer
Accounting Associate

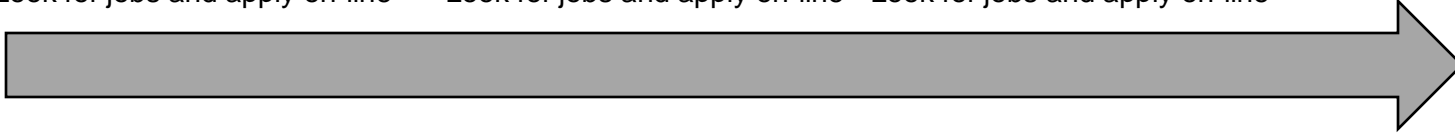




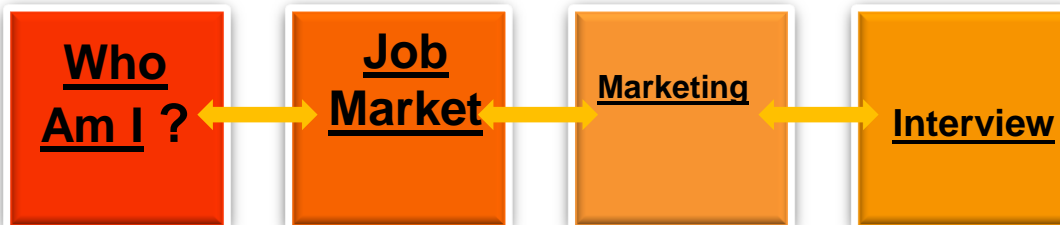
Dual job search approach

Internet Approach:

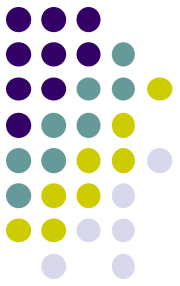
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Planned approach:

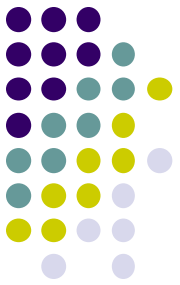


- Self-assessment
- Job Title Identification (research)
- Employer research and identifying target companies (research - information interview, networking)
- Marketing - 60-second commercial , Resume writing, cover letter, Interview preparation



Planned job search – **Employer** Information

- Who are the Employers, businesses and organizations in your area?
- What kind of work do they do?
- Do they hire people for your kind of work?
- Which employers are looking for someone like you?
- How do they hire?



Information about **Employers:**

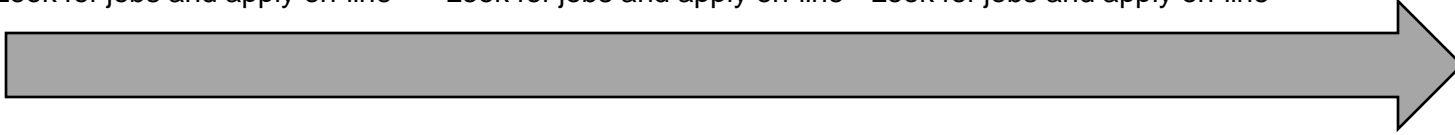
- Drive around
- Job Search Websites ---- *Employers* not openings
- Local phone books:
 Yellow pages
- Company Website Research
- Labor Market Websites
- Local library – Reference Section:
 Business directories, Industry surveys
 Professional Journals, Database search
- News Archives, Business Magazines



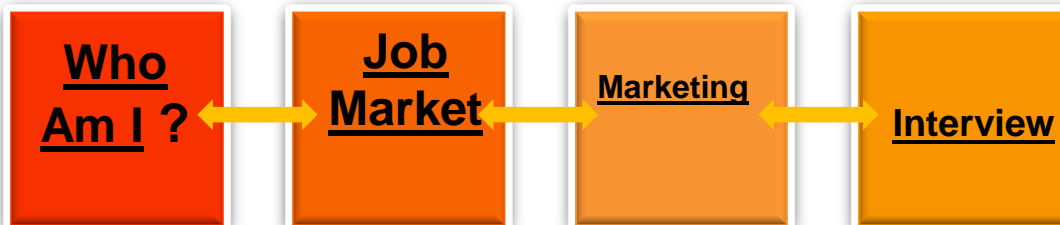
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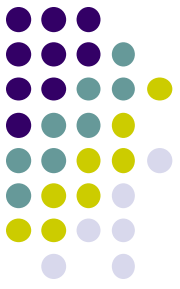
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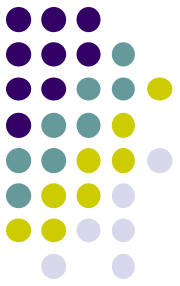


Networking

“Contacting people you know to help you get what you want”:

- Job leads
- Information about employers/an employer
- Knowing who to contact within an organization

Effectiveness of Job Search Methods:

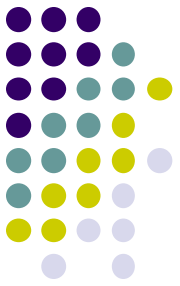


Networking at different stages:

- General Networking to find out about opportunities (“Do you know of any _____ jobs where you work, or elsewhere?”)
- Networking with others within your career area (“I realize you may not have openings, I just wanted to let you know I’m available, my background is...I’m looking for...let me know if you hear of any opportunities”)
- Networking as part of employer research to define what you have to offer that will be of interest to them

then

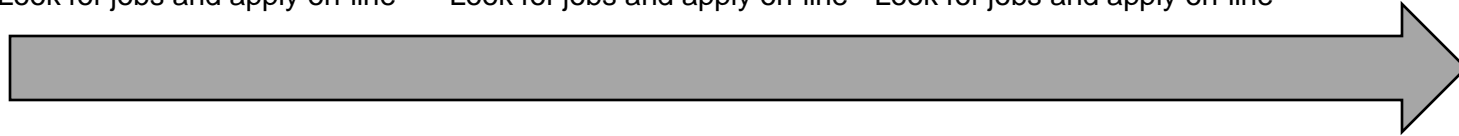
- Targeted networking to find a contact within your target company you can “pitch”



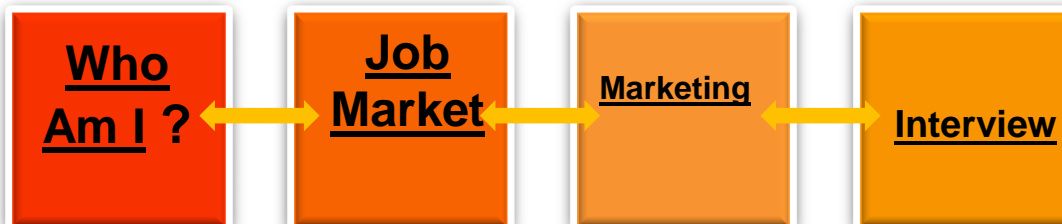
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Internet Approach:

Look for jobs and apply on-line --- Look for jobs and apply on-line - Look for jobs and apply on-line

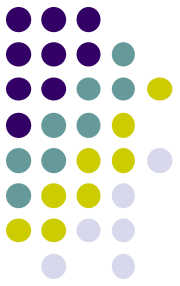


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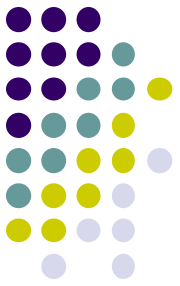
Job search planning and organization



Keep copies of all job announcements applied to record on tracking sheet:

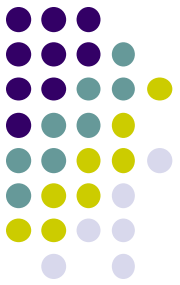
- Date applied
- Name of organization
- Contact person + phone + email
- Status (*date interviewed etc.*)
- Date of planned follow-up

Job search planning and organization

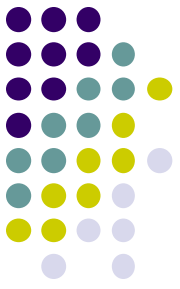


- Weekly calendar or monthly planner
- Schedule self-assigned tasks
- Plan concentrated search 25 hours/week. Include:
 - Appointments for information interviews, networking, research, lead generation
 - Interview practice time
 - Assembling interview clothing

Plan “B”: when your market goes away



- Extraordinary times
- Try Planned Job Search first (*Plan “A”*)
- Definition of insanity is...
- Be flexible
- *Plan “B”*:
 - Assess your resources, know your “burn rate”
 - Increase revenue or cut expenses
 - Think out of the box
 - Slow your burn rate

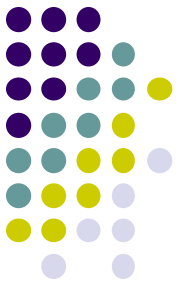


Plan “B” – when your market goes away

Survival Jobs:

- “I’ll just work at Starbucks...”
- You need to *fit in*
- Emphasize why you are the right candidate

Effective job search strategies



Summary:

- Use a combination of strategies
- Internet job search/Planned job search
- Know what you offer, to which employer, how to connect
- Research/Information Interview
- Network
- Result: Getting the job you want and knowing why you are there